

BRAD B. MILLER

Experienced leader with extensive, global background in teaching individuals and teams to drive business results through analytics. Subject-matter expert in using technologies like AI and IOT to optimize individual and team performance.

EDUCATION

PhD	University of Illinois at Urbana-Champaign, Linguistics Dissertation: “The Linguistic Foundations of Leadership Through Actionable Consensus” Committee: Rakesh M. Bhatt (chair), Marina Terkourafi, Michael K. Bednar, Curtis LeBaron	May 2017
MBA	University of Illinois at Urbana-Champaign Areas of Focus: Entrepreneurship, Analytics	May 2017
MA	University of Illinois at Urbana-Champaign, Linguistics Thesis: “Linguistic Habitus: Identifying and Understanding Serial Innovators” Advisor: Rakesh M. Bhatt	May 2015
MA	Brigham Young University, Linguistics Thesis: “Speaking Like a Brahmin: Social Aspects of a Dialect of Spoken Telugu” Advisor: Janis Nuckolls National Science Foundation Graduate Research Fellowship (3-years funded)	May 2013
BA	Brigham Young University, Linguistics	May 2010

HONORS AND AWARDS

Teachers Ranked as Excellent (every semester) 2013-2017
These lists are compiled on semester basis and reflect student ratings of instruction. The ratings are based on Instructor and Course Evaluation (ICES) questionnaire forms maintained by Measurement and Evaluation, Center for Innovation in Teaching & Learning.

NSF Graduate Research Fellowship 2010
The NSF GRFP recognizes and supports outstanding graduate students in NSF-supported STEM disciplines who are pursuing research-based master’s and doctoral degrees at accredited US institutions. The five-year fellowship includes three years of financial support including an annual stipend of \$34,000 and a cost of education allowance of \$12,000 to the institution.

Undergraduate Summer Workshop in Cognitive Science and Neuroscience 2008

Now called the MindCORE Summer Fellowship Program. A paid, 3-week program for undergraduate students. Summer Fellows are matched with faculty to conduct research in cognitive science and cognitive neuroscience.

TEACHING EXPERIENCE

University of Illinois at Urbana-Champaign Aug 2022 to Present

Adjunct Lecturer, School of Library and Information Sciences

- Re-designed and launched “IoT and Business Applications” course for graduate students in MS – Information Science program
- Experimenting with a new teaching methodology – running the classroom like I manage my business

Microsoft May 2020 to Oct 2020

Trainer & coach, World-Wide Category Management

- Created a custom 15-part course, “Building an Insights-driven organization” for the WWCM organization (with leaders representing Xbox, Surface, Windows, and M365)
- Enrolled 12 senior leaders representing Xbox, Surface, Windows, and M365 to help them develop their own teams and transform them into more analytically minded and insights-driven organizations
- One-on-one coaching with the General Manager for the WWCM organization
- Developed key metrics for success and received a rating of 4.8 (out of 5) satisfaction from participants and their teams

Procter & Gamble Oct 2019 to Apr 2021

Subject-matter expert, Connected Home Research

- Developed and deployed best-in-class research methodologies to ~2,500 researchers around the globe
- Taught researchers how to develop and deploy this research which takes telemetric data from sensors and translates it into meaningful qualitative behaviors among consumers of your product
- Led monthly trainings, regular improvements to standard operating procedures (SOPs), and guidance for executive leadership on how this research can have a positive impact on their brand

Procter & Gamble May 2017 to Dec 2018

Subject-matter expert, Analytics for Effective Recruiting & Retention

- Led company-wide initiatives to improve the quality of recruiting efforts through the use of analytics
- Taught recruiters how to use machine learning to improve their job descriptions to optimize for qualified, diverse candidates
- Taught HR managers how to identify individuals most likely to leave the company and focus retention efforts on them

- English as a Second Language instruction for international graduate students who wish to become TAs
- Taught 2-3 sections each semester with ~25 students each
- Taught students how to be better teachers while also improving the quality of their English pronunciation

Brigham Young University

Jan 2008 to May 2013

Undergraduate and Graduate Student Instructor, Linguistics Courses

- Taught courses on Phonetics, Introduction to Linguistics, and Morphology
- Supported professors in developing curricula, crafting exams, and grading all work

ANALYTICS EXPERIENCE

Qualitative Data Analytics

- In-depth interviews, focus groups, audio recordings, video recordings, open-ended answers to surveys, “who” profiling, jobs to be done (JTBD) analysis

Quantitative Data Analytics

- Surveys, A/B testing, conjoint analysis, heat mapping, eye tracking, neural testing (EEG), sensor-based telemetric data, mixed-market models, predictive product outcome, price modelling, market demographic analysis, sales performance

WORK EXPERIENCE

Puzzle Labs, Champaign, IL

Apr 2022 to Present

Chief Operating Officer + Linguist in Residence

- Lead all operations for the company. Ensuring that each Puzzler feels included, welcomed, and encouraged to make their own unique contribution to the world’s first AI content engine to drive enterprise sales
- Ensuring that all AI content transformations and AI search functionality are optimal for actual human audiences and that they produce ever-improving outputs
- Directing all fundraising efforts, including investor relations, pitches, and board room decision making

QualSights, Champaign, IL

Apr 2021 to Apr 2022

Program Director

- Developed a syndicated research panel focused on tech-enabled consumption and usage pattern identification for 10+ product categories
- Led the team that manages all company-wide consumer research logistics (shipping and receiving both proprietary technologies and products) across 20+ global studies
- Directed research operations and data analytics for all sensor-based consumer research projects (7 longitudinal studies with 500+ participants)

Procter & Gamble, Champaign, IL
Site Director, P&G Smart Lab

Oct 2019 to Apr 2021

- Developed, pitched, designed, built, opened, and ran company's first P&G Smart Lab – a research innovation center focused on delivering scalable concierge-level management of IOT-based consumer research.
- Led global operations and subject-matter expert for Connected Home and IOT business insights across 10 organizational units with ~2,500 researchers in 5 different geographic regions. Ongoing work resulted in >\$150M NOS.
- Drove allocation and other business decisions through ability to forecast in-home product consumption (vs. just purchase data) during Covid-19 pandemic
- Led design work for next generation Family Care (Bounty & Charmin) IOT smart devices and companion app with a focus on improving user experience (for both researchers and end-users).
- Led entirety of operations (including P/L) for site including operational systematization, study management, operational growth & improvements. Directly managed between 10-25 interns each semester and during summers

Procter & Gamble, Cincinnati, OH
Senior Manager, Analytics & Insights – Bounty

Jan 2019 to Dec 2019

- Led design and execution of user experience improvements on new Bounty prints designs, driving \$50M capital investment decisions for club shopper (Costco & BJ's) delight.
- Launched and managed operations & analytics for 2 IOT-based consumption studies (500+ households) for Bounty, driving business model reformation that resulted in 107% IYA profit increases.
- Led Gen-Z consumer “who” research to understand this fast-growing consumer segment & marketplace dynamics

Procter & Gamble, Cincinnati, OH
Manager, Human Resources – Talent Supply

May 2017 to Dec 2018

- Led recruiting team of ~35 to educate and enable scaled recruiting efforts of 500+ internal recruiters nationwide with hiring targets of ~1,500 across all functions
- Led RFQ, quote selection, contract negotiations, and eventual contract signing of external recruiting resources (Korn Ferry)
- Conducted attrition analysis for North America Sales function (~15,000 employees) to predict future staffing outages

University of Illinois at Urbana-Champaign
Doctoral Researcher and Instructor

Aug 2013 to May 2017

- Ground-breaking research in identifying serial innovators within large corporations, driving consensus among senior leadership in corporate board rooms, identifying and training top salespeople in call-center organizations.
- Developed novel research capabilities to turn qualitative language data into quantifiable insights for businesses, including sentiment analysis, statistical conversational analysis, and topic tracking.

LANGUAGES

English: Native Language

Spanish: Native-like fluency in reading, writing, speaking, teaching

Portuguese: Intermediate fluency in reading & writing, Beginner in speaking

Telugu, Marshallese, Tamil, Hindi, French, Haitian Creole, Zaparo, Quechua, Iu Mien, Tshiluba (Luba Kasai): Research experience